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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION      UNITED STATES DEPARTMENT OF AGRICULTURE

March 29, 1946

No. 156

## SHARE A MEAL AND SAVE A LIFE

"Never before in our time have so many people been living so close to death by starvation. In Europe and Asia the numbers who need help to stay alive run up into the scores and hundreds of millions. Right today, in some countries of Europe, the average amount of food available per person is down close to 1,000 calories a day. That means a total daily ration of all kinds of food equal to 10 bare slices of bread. It is less than one-third the average food consumption in this country." (From Chester Davis broadcast March 23)

That describes in part the urgency of the Famine Emergency Program as the campaign asking Americans to "Share a Meal and Save a Life" was pushed forward this week. Civic organizations, industry groups and government agencies continued to accelerate their efforts to inform the public of the need for food and to suggest ways for saving and producing more. Many phases of the program were under way, plans for other activities were being completed and much still has to be done in the next few critical weeks.

Below is a quick roundup of campaign developments as of this weekend.

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**STILL TIME.** . . . The American people can still avert widespread starvation in France, French North Africa and Italy by saving and shipping more food, according to a report just received from Herbert Hoover following his visit to these three countries. Mr. Hoover is on a tour of famine areas for the President's Famine Emergency Committee of which he is honorary chairman. He is accompanied by Dr. D. A. FitzGerald, Director of Office of Requirements and Allocations, USDA. For details see press release 666.

In commenting upon the report, Chester Davis called for this country to redouble its efforts to send food abroad. "The report shows that, in the three countries visited, hunger has not yet reached a stage so advanced as to put the people beyond reach of help. It means that food shipped from this country now or soon can arrive in time to prevent mass starvation. So now let us all make haste to use the opportunity we still have to conserve food at home and save lives abroad."

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**FAMINE ADVERTISING CAMPAIGN.** . . . The advertising phase of the Famine Emergency Program received approval of the Famine Emergency Committee this week and is ready to be launched within the next two or three weeks. Heart of the program is a "Campaign Guidebook" prepared by the Advertising Council of the Office of War Mobilization and Reconversion. This guidebook, now being printed, contains a series of about 15 large advertisements, suggestions for trade tie-ins, and material for use in retail food stores. It contains layouts for outdoor posters, overwire hangers, ad drop-ins, and mats. Intended primarily for all national advertisers and advertising agencies, the guidebook will also be distributed to department stores,

food trade groups, and at least one copy will go to each State and county food program director.

The entire campaign is built around the slogan "Share a Meal and Save a Life!" The campaign emblem is a sketch of two outstretched hands holding high an empty bowl; the emblem carries the words "Help--Share a Meal Every Day."

Here's how the campaign theme is developed:

- \* Three ways to share a meal and save a life! \*
- \* 1. SAVE AND SHARE WHEAT AND FAT PRODUCTS. Go light on all foods that take \*
- \* wheat, fats and oils--save breads, macaroni, cakes and cookies. Avoid \*
- \* using rich pastries and deepfried foods. Use drippings for pan- \*
- \* frying. Save salad oil--use boiled dressings. \*
- \* 2. BUY AND SERVE MORE PLENTIFUL FOODS. Balance diets with the more plenti- \*
- \* ful foods such as potatoes, fresh fruits and vegetables, eggs, fresh \*
- \* poultry and fish. \*
- \* 3. WASTE NOT. Dress up today's leftovers for tomorrow. Make very dry \*
- \* slice and crust count with melba toast, crumb-toppings, bread \*
- \* puddings and stuffings. Take no more than you can eat. Clean your \*
- \* plate. Turn in unusable fat and salvage promptly. \*
- \* KEEP YOUR VICTORY GARDEN PRODUCING AND REMEMBER YOUR LOCAL CANNED FOOD \*
- \* COLLECTION CAMPAIGN. \*

The advertising phase of the campaign will be supported by extensive use of radio, involving network allocations beginning April 8 and reaching a peak in May, special national and international radio shows, and recordings.

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FAMINE MOVIES. . . . Two 16mm motion pictures will soon be available to help you show the urgent need for food in Europe. The pictures, each about 10 minutes in length, are: FREEDOM AND FAMINE, produced for the Government by Pathe, and SUFFER LITTLE CHILDREN, produced by the Canadian Film Board. Prints are now being processed, 500 of Freedom and Famine and 300 of Suffer Little Children.

Single prints will be sent to the State Emergency Food program directors, according to present plans, and other prints will go to cooperating film libraries which customarily assist USDA in film distribution. Agricultural, civic, religious, women's clubs and other community groups may borrow prints from the film libraries.

Plan your use of these pictures now in order to keep them going to the hilt when they become generally available after the middle of April.

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FIELD FOOD ACTIVITIES. . . . Organizational work is being completed and international programs are well under way in all areas, according to reports that have now been received from a majority of State emergency food program managers. Highlights of State activities:

\*\*\* In several States, committees have been appointed or assignments made among agencies represented on the USDA Council to undertake action on following lines: (a) Food production on farms, with emphasis on needs to meet production goals; (b) food conservation, (c) salvage of fats and oils, (d) victory garden program, (e) development of cooperation of food trade groups, (f) information program including press, radio and public meetings.

\*\*\* Former service men are being used to a considerable extent in giving a picture of conditions in war areas.

\*\*\* In many States, Extension Service is cooperating with food program managers in preparing and publishing circulars or handbooks.

\*\*\* Several governors helped add impetus to the program by issuing proclamations.

\*\*\* Contacts are being made with the food trade groups to enlist their cooperation.

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YOUTH GROUPS COOPERATING. . . . Many youth organizations, such as the Boy Scouts of America are working out cooperative programs to assist the famine campaign. If you haven't already been in touch with such groups there's still time, and an opportunity not to be overlooked.

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CAMPAIGN MATERIALS. . . . Included in the famine campaign packets that went out the first of the week were several items you'll find especially helpful. Among them: \*\*\* How Homemakers Can Help Save Food to Fight Famine. Here's a 4-paper full of specific suggestions to save the critical foods, by using other foods, and by being thrifty with the wheat and fat we do use. \*\*\* They Need Food. This is a compilation of human interest stories about the need for food in war-torn countries.

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20 MILLION GARDENS. . . . Garden leaders from all over the U.S. concluded their National Garden Conference at USDA this week with a recommendation for a national goal of 20 million victory gardens in 1946--a goal higher than was reached in any year of the war and exceeding by almost 10% last year's estimated 18,400,000 gardens. The recommendation came after the conference had heard urgent appeals from high-ranking officials for greater efforts than ever to help meet the world food crisis. The conference urged an immediate intensification of effort to mobilize American families into the biggest gardening campaign yet undertaken. See press release 664.

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EMERGENCY COMMITTEE MEETS. . . . The third meeting of the President's Famine Emergency Committee was held March 26. Paul Porter of OPA, Roy Hendrickson and Morse Salisbury of UNRRA, Frank Bane of the Council of State Governments, and representatives of the State Department and OWMR met with the committee. Highlights of the meeting as outlined by Chester Davis at a press conference: (1) Exports are "not too discouraging in the light of the goal of 6 million long tons of wheat in the first 6 months." (2) "There is no use talking about consumer rationing for wheat products and fats at this stage." (3) The FEC passed a resolution asking the Secretaries of Agriculture and Commerce, with OPA, to study a program to reduce livestock. (4) Mr. Hoover's itinerary has been extended to include India. (5) The Committee is of the opinion that wheatless days, proposed as a conservation measure, are not practicable.

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RED CROSS COOPERATING. . . . The national headquarters of the American Red Cross has launched its program of cooperation with the Famine Emergency Campaign. A letter has gone to each of the five Red Cross Area offices, and these offices have been asked to communicate with every Red Cross chapter in the country.

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In order to coordinate the activities of the Red Cross with those of other groups and agencies on national, state and local levels, the Red Cross officials were instructed to communicate promptly with State and local emergency food program managers and the State nutrition committees.

"The part which the chapter can best play in this campaign," the Red Cross letters said, "is to utilize those established Red Cross services which can most effectively reach and interest individual citizens in the conservation of food resources," What-to-do suggestions were outlined for the Red Cross' Nutrition Service, Volunteer Special Services (such as the Canteen), Army and Navy Auxiliaries and Committees on Activities for Army and Navy Women, College Units, Junior Red Cross, and Public Information service.

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FOOD ADDRESSES. . . . During the week, several addresses have been given in connection with the food program. The texts will help you carry on your work in the famine campaign. The full texts of two of the addresses were released by the Office of Information: National Garden Conference address by Secretary Anderson, press release 636, and "The World's Need for food," address by Chester C. Davis given during intermission of Metropolitan Opera broadcast March 23, press release 621. Press release summaries were made of other talks at the National Garden Conference: Chester C. Davis, release No. 629; M. L. Wilson, release No. 634; Roy F. Hendrickson, release No. 643.

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WORLD FOOD REPORTS. . . . The Office of Foreign Agricultural Relations this week began issuing frequent reports on food situation in foreign countries. The information is compiled from current cable reports. This week's reports are included in the following press releases: 618, 646. Information workers will find this a useful source for country-by-country developments.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . March 21 the House passed a bill to slow up disposition of rural rehabilitation projects; both Houses agreed to the conference report on the second urgent deficiency appropriation bill, which includes items for rural rehabilitation loans and fighting forest fires; the Senate Agriculture and Forestry Committee reported the Bankhead bill to provide substantive authority for the rural rehabilitation program and amend the Bankhead-Jones Farm Tenant Act. March 22 the President approved the first urgent deficiency appropriation bill which increases the REA borrowing power. March 26 the House Appropriations Committee reported the second deficiency appropriation bill, which includes funds for insect investigations, insect and plant disease control, national forest recreational areas, water facilities, tobacco acreage measurements, recentralization of REA, and increased personnel costs; the House Ways and Means Committee reported the Philippine trade bill. March 27 the House passed the second deficiency appropriation bill; the House Rules Committee cleared the Philippine trade bill; the Senate debated the minimum wage bill and the Russell amendment to include farm labor in the parity formula.

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USDA RELEASES OF SPECIAL INTEREST. . . . CCC loans on 1945-crop cotton--607; USDA to buy additional quantity of dried eggs--606; REA announces loan allotments amounting to 1,240,000--612; USDA announced turkey price support program--617; Program for 1946 flaxseed based on production--623; Small savings, tips on saving fats and oils--602; Cuban-U.S. groups meet on 1946 sugar purchase agreement--628; Combined food board committee on fertilizers to continue work--639; USDA jungle explorers find superior rubber trees--637; Soybean oil to Syria and Lebanon in exchange for olive oil--642; Area average price announced for Italian pear-shaped tomatoes--647; Cuban-U.S. sugar meeting--648; New REA funds allotted--649; USDA tentatively approves milk marketing agreement for Dayton-Springfield--656; Authorized use of grain for feed in western areas--658; 1946 sweetpotato program--660; FSA loan funds increased--662; Hoover reports on famine conditions--666; Davis statement on Hoover report--667.

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RECENT USDA PUBLICATIONS. . . . Color Measurement and Its Application to the Grading of Agricultural Products, Misc. Pub. 580, a 64-page handbook on the method of disk colorimetry; Directory of U.S. Register of Merit Sires and Dams Qualifying under the National Poultry Improvement Plan, 1943-44, Misc. Pub. 587, 64 pages; Marketing and Manufacturing Margins for Tobacco, Tech. B. 913, 56 pages.

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RADIO -- APRIL 6. . . . CONSUMER TIME, NBC, 12:15 p.m., EST. "Eighty-percent Flour and How to Use It." A dramatized program.

NATIONAL FARM AND HOME HOUR, NBC, 1:00 p.m., EST. Summary of news developments in USDA, for farmers; five-minute feature entitled "Department of Agriculture Headlines."

AMERICAN FARMER, ABC, 12:30 p.m., EST. Features USDA weekly report for farmers called "The Business Side of Farming."

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TIMELY FARM TOPICS. . . . Following platters were cut March 28: Farm Labor Helpers," I. D. Mayer and John Baker, 57b; "Farm Family Expenditures," A. F. Raper, 57a.

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SECRETARY ANDERSON. . . . Will address the American Public Relations Association at Washington, D. C. 10 p.m. March 30, on "Public Relations at Home and Abroad." He will speak before the Chamber of Commerce at Boston, 12:30 p.m., April 11 and will address a dinner held by the Hood Company Dairy at the Hotel Somerset, Boston, at 7 p.m., April 11.

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COTTON PROGRAM. . . . A series of radio spot announcements have been sent to Cotton Belt extension editors for use in their current seven-step cotton educational program. As announced in last week's calendar, "Facts about Cotton and Southern Farming," (Misc. Pub. 594) is off the press and on the way to southern States. This publication is designed to provide farm leaders with background information on the cotton situation, production and market trends and the cotton future.

Also in support of the program, the Extension Service has completed a pictorial lay-out featuring the seven steps in the cotton educational program. The lay-out is for use in Sunday rotogravure sections of newspapers in the Cotton Belt. Distribution is being worked out in cooperation with State extension editors.

Here are the seven points directed at cotton farmers: (1) Fit cotton into balanced farming in line with good farming and market demands, (2) take care of your soil, (3) get together on the best variety for higher yields of good uniform cotton that is worth more, (4) make your labor count through using more machinery and labor-saving methods, (5) control insects and diseases, (6) pick and gin for high grade, and (7) sell for grade, staple and variety value.

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